

PHLY-24,738



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Jeffry Jovan PHILYAW and David Kent MATHEWS  
Serial No.: 09/382,372  
Filing Date: August 24, 1999  
Group: 2756  
Examiner: Not Yet Assigned  
For: METHOD AND APPARATUS FOR MATCHING A USER'S USE  
PROFILE IN COMMERCE WITH A BROADCAST

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Assistant Commissioner for  
Patents  
Washington, D.C. 20231

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John I. Arnott REG. No. 39,095

(Name of Person Mailing Document)

*John I. Arnott*  
(Signature)

9/28/00  
(Date of Signature)

Dear Sir:

**PRELIMINARY AMENDMENT**

Prior to the initial review, please amend the application as follows.

**IN THE CROSS REFERENCE TO RELATED APPLICATIONS**

Please delete the current statement in its entirety and insert therefore:

--This application is a Continuation-in-Part of pending U.S. Patent Application Serial  
No. 09/378,221 entitled "METHOD AND APPARATUS FOR ACCESSING A REMOTE  
LOCATION BY SCANNING AN OPTICAL CODE," filed on August 19, 1999, which is

**PRELIMINARY AMENDMENT**  
Serial No. 09/382,372

Page 1 of 7

5 a Continuation-in-Part of pending U.S. Patent Application Serial No. 09/151,471 entitled  
"METHOD FOR INTERFACING SCANNED PRODUCT INFORMATION WITH A  
SOURCE FOR THE PRODUCT OVER A GLOBAL NETWORK" filed on September 11,  
1998, and U.S. Patent Application Serial No. 09/151,530 entitled "METHOD FOR  
CONTROLLING A COMPUTER WITH AN AUDIO SIGNAL" filed on September 11,  
1998, and which issued on August 1, 2000 as U.S. Patent No. 6,098,106; the present  
10 application being related to the following pending U.S. Patent Applications: Serial No.  
09/378,219 entitled "INTERACTIVE DOLL," filed on August 19, 1999; Serial No.  
09/378,222 entitled "METHOD AND APPARATUS FOR EMBEDDING ROUTING  
INFORMATION TO A REMOTE WEB SITE IN AN AUDIO/VIDEO TRACK," filed on  
August 19, 1999; Serial No. 09/378,220 entitled "METHOD AND APPARATUS FOR  
15 CONTROLLING A COMPUTER FROM A REMOTE LOCATION," filed on August 19,  
1999; Serial No. 09/378,216 entitled "A METHOD FOR CONTROLLING A COMPUTER  
USING AN EMBEDDED UNIQUE CODE IN THE CONTENT OF VIDEO TAPE  
MEDIA," filed on August 19, 1999; Serial No. 09/378,218 entitled "A METHOD FOR  
CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE CODE IN THE  
20 CONTENT OF DVD MEDIA," filed on August 19, 1999; Serial No. 09/378,217 entitled "A  
METHOD FOR CONTROLLING A COMPUTER USING AN EMBEDDED UNIQUE  
CODE IN THE CONTENT OF CD MEDIA," filed on August 19, 1999; Serial No.  
09/378,215 entitled "A METHOD FOR CONTROLLING A COMPUTER USING AN  
EMBEDDED UNIQUE CODE IN THE CONTENT OF DAT MEDIA," filed on August 19,  
25 1999; and related to the following co-pending U.S. Patent Applications filed on even date  
with the present application: Serial No. 09/382,427 entitled "METHOD AND APPARATUS  
FOR OPENING AND LAUNCHING A WEB BROWSER IN RESPONSE TO AN  
AUDIBLE SIGNAL;" Serial No. 09/382,426 entitled "METHOD AND APPARATUS FOR  
COMPLETING, SECURING AND CONDUCTING AN E-COMMERCE  
30 TRANSACTION;" Serial No. 09/382,424 entitled "METHOD AND APPARATUS FOR  
TRACKING USER PROFILE AND HABITS ON A GLOBAL NETWORK;" Serial No.  
09/382,425 entitled "METHOD AND APPARATUS FOR DIRECTING AN EXISTING